National Institute of Environmental Health Sciences

Emotional anchoring and objectification in the media reporting on climate change

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Abstract:

Using the framework of social representations theory--more precisely the concepts of anchoring and objectification--this article analyses the emotions on which the media reporting on climate change draws. Emotions are thereby regarded as discursive phenomena. A qualitative analysis of two series in Swedish media on climate change, one in a tabloid newspaper and one in public service television news, is presented showing how the verbal and visual representations are attached to emotions of fear, hope, guilt, compassion and nostalgia. It is further argued that emotional representations of climate change may on the one hand enhance public engagement in the issue, but on the other hand may draw attention away from climate change as the abstract, long-term phenomenon of a statistical character that it is.

Resource Description

Communication: ☑

resource focus on research or methods on how to communicate or frame issues on climate change; surveys of attitudes, knowledge, beliefs about climate change

A focus of content

Communication Audience: ☑

audience to whom the resource is directed

Public

Other Communication Audience: Media

Exposure : ☑

weather or climate related pathway by which climate change affects health

Unspecified Exposure

Geographic Feature: ☑

resource focuses on specific type of geography

None or Unspecified

Geographic Location: ☑

resource focuses on specific location

Non-United States

Non-United States: Europe

European Region/Country: European Country

Other European Country : Sweden

Health Impact: ☑

specification of health effect or disease related to climate change exposure

General Health Impact

Resource Type: ☑

format or standard characteristic of resource

Research Article, Research Article

Timescale: ☑

time period studied

Time Scale Unspecified